Rep Order# EC'd Yes 9742226 Ver# 5 Status Revised

Traffic Order# 30435

Last Received: Printed: 08/22/2012 12:09 PM 08/22/2012 2:14 PM

Showing Buylines: All Rep & Sta Revised Lines

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Station V Advertiser Buyer Estimate# Product Phone# WWSB-TV SARASOTA,FL DCCC Katie Keuleman 1200 ) POLITICAL ISSUE GROU Agency

Agency C/P1/P2/E Hiatus Weeks Flight Dates WASHINGTON, DC 20007 ( ) GREAT AMERICAN MEDIA 3050 K ST NW, SUITE 100 10/09/2012 - 10/15/2012 11/14/1200

Salesperson Phone# Salesperson ( Sales Office ( Rep Firm ) BRAD PHILIPPS ) WASHINGTON 202-955-5342 202-955-5348

Salesperson FAX#

## -- CONTRACT COMMENT --

Fax#

ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY. NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES

## - REMARKS -

REVISED ORDER

PLEASE CNFM, THANKS

				LT
*25	* 18	*17	*16	5
SA 113 Sales Remark: V5 Time Chang	SA 7P- Sales Remark: V5 More than	TU-F 7301 Sales Remark: V5 Program Nam	TU-F 7p- Sales Remark: V5 Program Nar	Day
1130P-12 mark: Changed, C	7P-730P mark: than 2 cod	730P-8P mark: am Name Ch	7P-730P mark: am Name Ch	Time
SA 1130P-12A ABC 7 WKND NWS< Sales Remark: V5 REVISED TP V5 Time Changed, Comment Changed	SA 7P-730P NASCAR COUNTDOWN Sales Remark: V5 REVISED TP/PGM V5 More than 2 codes changed	TU-F 730P-8P MILLIONAIRE Sales Remark: V5 REVISED PGM V5 Program Name Change, Comment Changed	TU-F 7P-730P MILLIONAIRE Sales Remark: V5 REVISED PGM V5 Program Name Change, Comment Changed	Program
: 30	:30	:30	;30	Len
\$650.00	\$400.00	\$400.00	\$400.00	Rate
10/13-10/13	10/13-10/13	10/09-10/12	10/09-10/12	Dates
н	ı	-42-	v	Spots/Week # of Weeks
⊭	ų	н	1	Weeks
Ľ	Н	4.	ۍ	Total Spots
\$650.00	\$400.00	\$1,600.00	\$2,000.00	Total Cost
				Daypart

Report Totals: 11 / \$4,650.00

Station	Rep Order EC'd Ye
Station WWSB-TV SARASOTA,FL	Rep Order# 9742226 EC'd Yes
SOTA,I	Ver#
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	Ver# 5 Status Revised
Agency	<b>:</b>
Agency ( ) GREAT AMERICAN MEDIA	Traffic Order# 30435  Last Showing B
	Printed: Last Received: ng Buylines: All l
Rep Firm	Printed: 08/22/2012 2:14 PM Last Received: 08/22/2012 12:09 PM Showing Buylines: All Rep & Sta Revised Lines
NA SUBJECTION	
	2 of

Estimate# Buyer Phone# Fax#	Station W Advertiser Product
Katie Keuleman	Station WWSB-TV SARASOTA,FL Advertiser ( )POLITICAL ISSUE GROU Product DCCC
Agency CP1/P2/E 11/4/1200 Flight Dates 10/09/2012 - 10/15/2012 Hiatus Weeks	Agency ( ) GREAT AMERICAN MEDIA 3050 K ST NW, SUITE 100 WASHINGTON, DC 20007
Salesperson Phone# Salesperson FAX#	Rep Firm Sales Office ( ) Salesperson ( )
202-955-5342 202-955-5348	) WASHINGTON ) BRAD PHILIPPS

Books Demos			COMPETITIVE	Lines not	Station To	Sales Tota	Oct 12:
nul1 RA35+		Market Totals	TIVE	Lines not sent/rcld/rtrn: 0 / \$0.00	Station Totals: 58 / \$29,330.00	Sales Totals: 58 / \$29,330.00	58 / \$29,330.00
		\$195,533					
	WTOG	CABL			٠		
	2	0%					
	WTSP	UNKN					
	25%	0%					
	WTTA	WBSV					

1 2\*

WFLA WTVT

20% 20%

WETS

15% 15% --SALES MONTHLY TOTALS---